

FOR IMMEDIATE RELEASE



GREEN SPORTS ALLIANCE PARTNERS WITH UPS TO DELIVER 2014 SUMMIT

Program to Address Trends and Innovations in Greening Professional and Collegiate Sports

May 7, 2014 (Portland, Ore.) — The [Green Sports Alliance](#) is excited to announce [UPS](#) as the presenting sponsor of the **2014 Green Sports Alliance Summit** taking place **July 21-23** in Santa Clara, California. The Summit unites the sports community around sustainability each year. The conference features sports industry leaders discussing the latest topics in sports greening to help drive better environmental practices and share proven solutions that advance operations and the brands of sports teams, venues and leagues across North America.

“We’re excited to welcome UPS as the presenting sponsor of our fourth annual Summit,” says Martin Tull, executive director of the Green Sports Alliance. “Having demonstrated a strong commitment to innovation and sustainability, and promoting that position through sports sponsorships, UPS is an ideal partner to help us present this unique, best-in-class event. The sports industry leaders who attend the Summit will benefit from the sustainability leadership UPS offers, as well as the company’s experience in integrating sustainability into its sports sponsorship programs. In turn, UPS will find lasting value in continuing to connect their brand to the sports industry and the advancement of the green sports movement.”

Aligned values between the Green Sports Alliance and UPS, as well as similar desires for the improvement of the sports industry provide the foundation for this strong partnership. “We’ve been advancing sustainability at UPS for more than a decade and are eager for the opportunity to offer what we’ve learned through our journey to others in the sports sponsorships space,” said Ron Rogowski, UPS vice president, global brand and sponsorships. “Sponsoring the Green Sports Alliance Summit is a natural fit for us and provides us a strategic platform to elevate our sustainability and sports sponsorships programs.”

This sponsorship is further demonstration of UPS’s longstanding commitment to making sports more environmentally responsible. In 2013, the company delivered the NCAA® Men's Final Four® using UPS carbon neutral shipping, and offset more than 635 metric tonnes of greenhouse gas emissions – the equivalent of taking 134 cars off the road (per the EPA’s greenhouse gas equivalencies calculator). UPS has also supported tree planting efforts through its partnership with NASCAR, planting over 8,000 trees during more than 20 local events as part of the 2013 NASCAR Green Clean Air Tree Planting Program Delivered by UPS.

The company's sports sponsorship program promotes UPS's leadership in logistics and sustainable business solutions. UPS is the "Official Logistics Partner" of Live Nation, NASCAR, Scuderia Ferrari of F1, The Masters, The Royal & Ancient, NCAA, Southeastern Conference (SEC), Big Ten Conference, Pac-12 Conference, and 68 individual colleges and universities.

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About the Green Sports Alliance Summit

July 21-23, 2014 | Santa Clara, CA

The annual Green Sports Alliance Summit serves as a platform for the sports community to unite around sustainability – bringing together more than **600 industry stakeholders to learn from 80+ leaders** and engage their peers in meaningful dialogue around better environmental practices and proven solutions that help to advance the green sports movement. The 2014 program will cover the day's most critical topics in professional and collegiate sports greening via a dynamic mix of workshops, case study presentations, leadership plenaries, keynotes and venue tours. Held in the tech capital of the world amongst many iconic professional and collegiate sports teams, the 2014 Summit is poised to be a highly informative and influential gathering.

For more details on the 2014 Green Sports Alliance Summit including the program, speaker line-up and registration costs, please visit the website: greensportssummit.org

About Green Sports Alliance

The Green Sports Alliance is a non-profit organization with a mission to help sports teams, venues and leagues enhance their environmental performance. Alliance members represent over 230 professional and collegiate sports teams and venues from 20 different sports leagues. Visit www.greensportsalliance.org for more information.

About UPS

UPS (NYSE:UPS) is a global leader in logistics, offering a broad range of solutions for the transportation of packages and freight, including innovative delivery options for the global consumer market; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. The company also has a world-class sustainability program committed to positive social, community and environmental impact. Visit ups.com/sustainability to learn more about UPS and sustainability. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. To get UPS news direct, visit pressroom.ups.com/RSS.

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